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Substitute for form 1449A/B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number	10/774,957-Conf. #8773
Filing Date	February 9, 2004
First Named Inventor	Gerald McRobbie
Art Unit	3728
Examiner Name	S. T. N. Luong
Attorney Docket Number	418198002US

Sheet	1	of	2
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**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
SL	AA**	US-4,589,569	05-20-1986	JACK D. CLEMENTS	
	AB**	US-4,767,019	08-30-1988	HORNER	
	AC**	US-5,022,526	06-11-1991	CRUM	
	AD**	US-5,205,473	04-27-1993	DAVID W. COFFIN	
	AE**	US-5,425,497	06-20-1995	JAY SORENSEN	
	AF**	US-5,820,016	10-13-1998	STROPKAY	
	AG**	US-5,927,502	07-27-1999	ANTHONY L. HUNTER	
	AH**	US-6,070,752	06-06-2000	JOHN NAVA	
	AI**	US-6,196,411	03-06-2001	JOHN NAVA	
	AJ**	US-6,302,288	10-16-2001	JOHN NAVA	
	AK**	US-6,321,473	11-27-2001	MICHAEL KLABUNDE	
	AL**	US-6,374,726	04-23-2002	BRUCE MELTON	
	AM**	US-6,561,376	03-07-2002	ERIC PRICE	
	AN**	US-6,578,303	08-16-2001	ERIC RICHARDS	
	AO**	US-D413,631	09-07-1999	HENDLER, ET AL.	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>4</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

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**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	CA**	PRENTICE, K., "Your jive on a cuppa joe: Hands-on experience with coffee sleeve messages," Media Life, April 21, 2003, 4 pp., BriteVision Media, <a href="http://britevision.com/press/articles/0011.html">britevision.com/press/articles/0011.html</a>	
	CB**	WELLES, E., "Fighting Off Starbucks: How inventor Jay Sorenson defended his idea from the java giant," Fortune Small Business, October 26, 2001, 6 pp., <a href="http://fortune.com/fortune/smallbusiness/articles/0,15114,359080,00.html">fortune.com/fortune/smallbusiness/articles/0,15114,359080,00.html</a>	
	CC**	"CDs in soft drink cup caps," CNN.com, July 1, 2003, 2 pp., <a href="http://cnn.com/2003/TECH/ptech/07/01/">cnn.com/2003/TECH/ptech/07/01/</a>	

Examiner Signature	/Shian Luong/ (05/26/2006)	Date Considered	
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<b>Substitute for form 1449A/B/PTO</b>  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		<b>Complete if Known</b>			
		Application Number	10/774,957-Conf. #8773		
		Filing Date	February 9, 2004		
		First Named Inventor	Gerald McRobbie		
		Art Unit	3728		
		Examiner Name	S. T. N. Luong		
Sheet	2	of	2	Attorney Docket Number	418198002US

		music.marketing.ap/index.html	
	CD**	"Hand Delivering Your Message to the Most Qualified Consumers," BriteVision Media Coffee Sleeve and Café Marketing. (date unknown), 15 pp., www.britevision.com, San Francisco, California.	

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<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>		Application Number	10/774,957-Conf. #8773
		Filing Date	February 9, 2004
		First Named Inventor	Gerald McRobbie
		Art Unit	3727
		Examiner Name	Not Yet Assigned
Sheet	1	of	1
		Attorney Docket Number	418198002US

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		Number-Kind Code <sup>2</sup> (if known)			
SL ↓	AA	US-5,746,312	05-05-1998	JIMMIE L. JOHNSON	
	AB	US-5,778,818	07-14-1998	FORREST A. MARSHALL	
	AC	US-5,897,019	04-27-1999	SCOTT STROPKAY	
	AD	US-5,958,536	09-28-1999	TIMOTHY L. GELSINGER	
	AE	US-6,158,155	12-12-2000	DAVID HUNTER BONEY	
	AF	US-6,594,297	07-15-2003	TOSHIRO HAYAKAWA	

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	CA	International Search Report mailed November 23, 2004, PCT Application No. PCT/US04/09060 - corresponding to the present application.		
	CB	Written Opinion mailed November 23, 2004, PCT Application No. PCT/US04/09060 - corresponding to the present application.		

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